

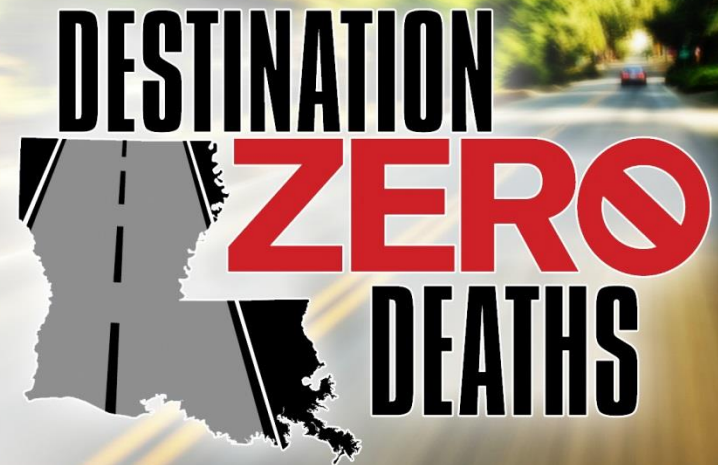
Are We Doing the Right Things?

presented to

Louisiana Safety Summit

presented by

**Susan Herbel, PhD
Cambridge Systematics**



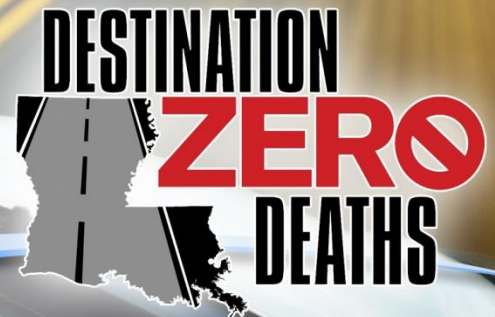
October 22, 2015

Why Evaluate?

- **Course Corrections**
- **Conserve Resources**
- **Fulfill Requirements**
- **Save Lives and Mitigate Injuries**



DEFINING EVALUATION



Evaluation Defined

....to judge the value or condition of someone or something in a careful and thoughtful way



Let's Practice



"Toothpasteonbrush" by Thegreenj

- Colgate
- Aquafresh
- Crest
- Pepsodent
- Arm and Hammer
- Tom's of Main

Decision-making

- **Cost**
- **Taste**
- **Habit**
- **Attributes – Fluoride, Whitening, etc.**
- **Advertising**



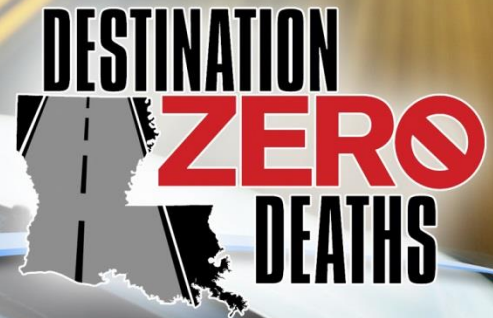
The Enemy of Evaluation

Complacency!!!

or

Waiting for a Problem to Arise

CONDUCTING EVALUATION



It's Personal

- Personal Opinion
- Managers
- Colleagues
- Stakeholders
- Public



Typical Evaluation Measures

- **Fatalities**
- **Serious Injuries**
- **Behavior Changes**
- **Attitude Adjustments**
- **Increased Institutional Resources**
- **Knowledge Gains**



Two Basic Evaluation Questions

1. Are we doing things right?

2. Are we doing the right things?

What's the difference?

Typical Evaluation Methods

● Before and After Data Analysis

- » Crash data
- » Roadway data
- » Exposure data
- » Other?

● Observation

- » Safety belt use
- » Distracted driving
- » Road user behavior

● Survey Data



Common Overlooked Evaluation Needs

- **Evaluation Planning**

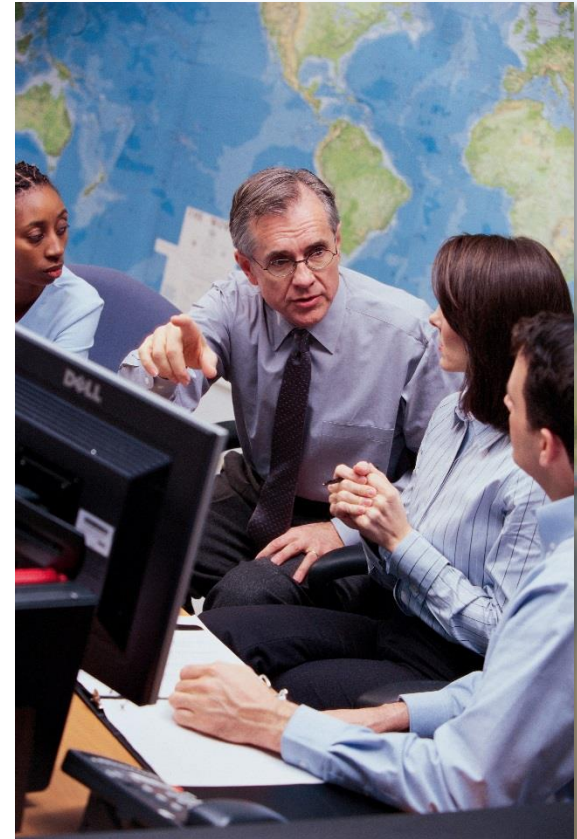
- » Before measurement
- » Literature review
- » Management and stakeholder support
- » Evaluation resources

- **Measurable Evaluation Objectives**

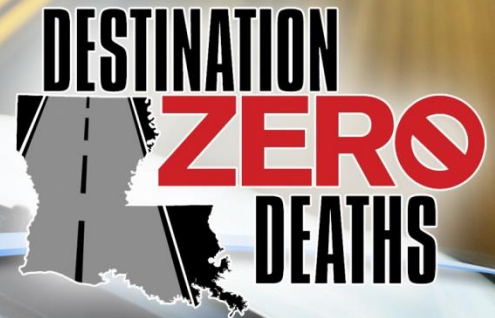
- » Planning documents
- » Data availability

- **Data Collection**

- » Methods
- » Responsibility



SHSP EVALUATION



Strategic Highway Safety Plan Evaluation Process Model



SHSP Evaluation: The Evaluation Process Model

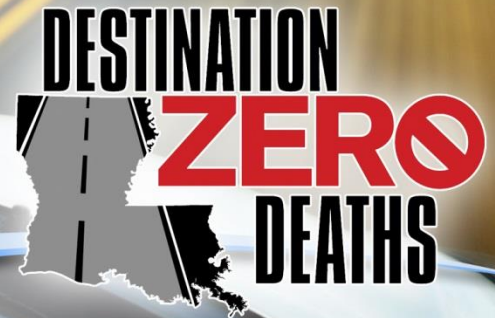
- Plan for Evaluation
- Assess the SHSP Management Effort
- Track SHSP Implementation Progress
- Measure Performance
- Interpret and Apply Results



The Focus is Results

- **Capture Lessons Learned**
- **Make Course Corrections**
- **Inform Stakeholders and Elected Officials**
- **Identify and Recruit Stakeholders**
- **Identify Gaps and Weaknesses**
- **Direct Resources**

MULTIDISCIPLINARY EVALUATION



NCHRP 17-46: A Comprehensive Analysis Framework for 4E Safety Investment Decisions

Handbook

Multidisciplinary Evaluation

- **Complex and Difficult**
- **NCHRP 17-46 Safety Evaluation Panel**
 - » Exploits readily available data
 - » Utilizes expertise available at the state or local level
 - » Offers evaluation options to rigorous statistical analysis
 - » Synthesizes and builds on existing evaluation methods
 - » Provides more than anecdotal information, but less than methods using statistical analysis

Safety Evaluation Panels



1. Establish a Safety Evaluation Panel



2. Train the Evaluation Panel



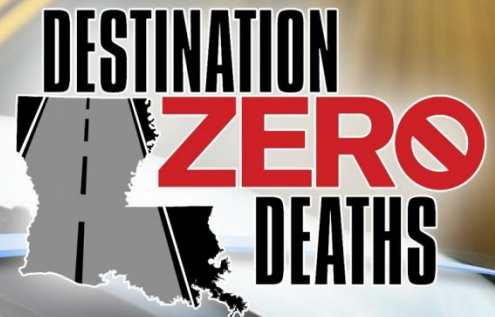
3. Evaluate Projects and Programs



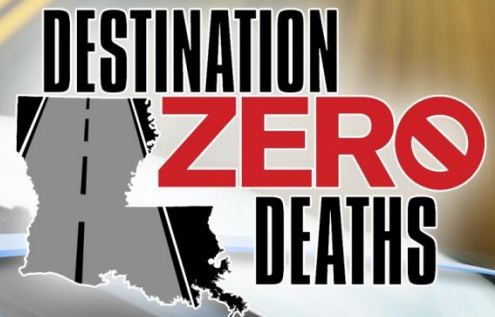
4. Plan for Ongoing Evaluation Programs



LET'S DO IT!!!



AND REMEMBER.....



Safety is Everybody's Business!

